



IGA Perth Royal Show

27th September to 4th October 2008

Greater opportunities for local producers as IGA secures 2008 Perth Royal Show naming rights

23rd May 2008

There will be greater opportunities for local producers to participate at this year's Perth Royal Show as The Royal Agricultural Society of Western Australia has announced a partnership with IGA which will deliver the local independent supermarkets naming rights to the 2008 Perth Royal Show.

Royal Agricultural Society CEO Martin Molony said that IGA would become the naming rights sponsor of the 2008 Perth Royal Show, sponsor of the Fresh Food Pavilion, the Follow the Yellow Brick Road educational walking trail for children and the spectacular 20 minute nightly fireworks display.

"We consider this partnership an appropriate and important initiative for the Perth Royal Show because of our mutual commitment to Western Australian primary industry," he said.

Mr Molony said that IGA's network of local producers would be a highly visible and important presence at this year's event.

"We view this partnership as an opportunity for more local producers to participate and display their products to the 400,000 people who visit Perth's biggest community event," he said.

Mr Molony said that securing sponsorship was essential for the Perth Royal Show as The RAS was a not for profit organisation that received no government funding.

"The most important consideration for The RAS is forging partnerships that enhance our commitment to supporting regional WA, agriculture and primary industries.

"IGA has an extremely successful record in promoting local producers and taking an active role in the communities in which it operates.

"The RAS is confident that the partnership will enhance the Perth Royal Show experience for visitors and exhibitors alike," he said.

This year the event will be known as the IGA Perth Royal Show.

IGA General Manager in Western Australia Silvestro Morabito said that all IGA's independent grocers were fully supportive of the sponsorship arrangement.

“Throughout WA we have 211 IGA supermarkets and almost 40 per cent of them (80 stores) are in rural areas of WA.

“As small business owners themselves, they understand what the growers here are up against and we believe we’ve found our perfect partner in The RAS,” he said.

Media contacts

Maryanne Shaddick 0438 945 506
Royal Agricultural Society of Western Australia
Mobile 0438 945 506

John Cummings.
President of WA Independent Grocerers Association
Mobile 0418 953 845

Silvestro Morabito
IGA General Manager in Western Australia
Telephone 9311 6906